MAR 2 8 2007

# **FACSIMILE COVER SHEET**

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### STRAUB & POKOTYLO

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From: John C. Pokotylo, Esq.

Date: March 28, 2007

Number of Pages Including Cover: 7

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Request for a two (2) Month Extension of Time (2 pgs.); and
- 4) Notice of Appeal (1 pg.).

Attorney Docket No.: Google-35APP (GP-090-00-US)

Appl. No.: 10/748,870

Applicants: Jeffrey A. DEAN, et al.

Filed: December 29, 2003

Title: IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING

RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED

ADVERTISEMENTS

TC/A.U.: 2178

Examiner: Wilson W. Tsui

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Please type a plus sign (+) inside this box>  Modified PTC/SB/21 (08-00)  Approved for use through 10/31/2002. OMB 0651-0031  U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE  Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.				
		Application Number	10/748,870	
TRANSMITTAL FORM		Filing Date	December 29, 2003	
		First Named Inventor	Jeffrey A. DEAN	
. (to be used for all correspondence after initial filing)		Group Art Unit	2178	
		Examiner Name	Wilson W. Tsui	
Total Number of Pages in This Submission		Attorney Docket Number	Google-35APP (GP-090-00-US)	
ENCLOSURES (check all that apply)				
Fee Transmittal Form		nent Papers (pplication)	After Allowance Communication to Group	
Fee Attached	r '		Appeal Communication to Board of Appeals and Interferences	
Amendment / Repty	endment / Repty Licensin		Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)	
After Final Petition			Proprietary Information	
Affidavits/declaration(s)		lo Convert to a mai Application	Status Letter	
Extension of Time Request	Power of Change	of Attorney, Revocation of Correspondence	Postcard Receipt	
Express Abandonment Request  Information Disclosure Statement  Addres Termina Request		s A) Disclaimer	Other Enclosure(s) (please identify below):	
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		mber of CD(s)	· ·	
Certified Copy of Priority Document(s) Remarks				
Response to Missing Parts/ Incomplete Application		<del>-</del>		
Response to Missing Parts under 37 CFR 1.52 or 1.53				
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT				
Firm or Individual name John C. Pokotylo (Reg. No. 36,242)				
Signature Olm C	. Pohotyl	0		
Date March 28, 2007				
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Date March 28, 2007

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## MAR 2 8 2007

Modified PTO/SB/17 (01-03)
Approved for use through 04/30/2003, OMB 0651-0032
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CEE TO A NOMITTA	Complete if Known			
FEE TRANSMITTA	Application Number 10/748,870			
for FY 2006	Filing Date December 29, 2003			
Effective 12/08/2004, Patent fees are subject to annual revision.	First Named Inventor			
	Examiner Name Wilson W. Tsui			
Applicant claims small entity status. See 37 CFR 1.27	Art Unit 2178			
TOTAL AMOUNT OF PAYMENT (\$) 950.00	Attorney Docket No. Google-35APP (GP-090-00-US)			
METHOD OF PAYMENT (check all that apply)	FEE CALCULATION (continued)			
Check Credit card Order Other None	3. ADDITIONAL FEES			
Deposit Account:	Large Ehtity   Small Entity			
Deposit Account 50-1049	Code (\$) Code (\$)			
Number Deposit Samuel & Delegal	1051 130 2051 85 Surcharge - late filing fee or oath			
Account Name Straub & Pokotylo	1052 50 2052 25 Surcharge - late provisional filing fee or cover sheet			
The Commissioner is authorized to: (check all that apply)	1053 130 1053 130 Non-English specification			
☑Charge any underpayment of    ☑ Credit any overpayments fee(s) indicated below	1812 2,520 1812 2,520 For filing a request for ex parte reexamination			
國Charge any additional fee(s) due in connection with the filing submitted herewith	1804 920* 1804 920* Requesting publication of SIR prior to Examiner action			
Charge fee(s) Indicated below, except for the filing fee in the to the above-identified deposit account.	1805 1,840° 1805 1,840° Requesting publication of SIR after Examiner action			
FEE CALCULATION	1251 120 2251 60 Extension for reply within first month			
1. BASIC FILING, SEARCH & EXAMINATION FEES	1252 450 2252 225 Extension for reply within second month 450.00			
Lerge Entity Small Entity	1253 1,020 2253 510 Extension for reply within third month			
Fee Fee Fee Description Fee Paid (\$) (\$)	1254 1,590 2254 795 Extension for reply within fourth month			
1000 500 Utility fee	1255 2,160 2255 1,080 Extension for reply within fifth month			
430 215 Design fee	1401 500 2401 250 Notice of Appeal 500.00			
660 330 Plant fee	1402 500 2402 250 Filling a brief in support of an appeal 1403 1,000 2403 500 Request for oral hearing			
1400 700 Reissue fee 200 100 Provisional fee	1403 1,000 2403 500 Request for oral hearing 1451 1,510 1451 1,510 Petition to institute a public use proceeding			
.	1452 500 2452 250 Petition to revive - unavoidable			
SUBTOTAL (1) (\$) 00.00	1453 1,500 2453 750 Petition to revive - unintentional			
2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE  Extra Claims Fee From Fee Peld  Extra Claims Fee Peld	1501 1,400 2501 700 Utility issue fee (or relissue)			
Extra Claims below Fee Pald	1502 800 2502 400 Design issue fee			
Independent:	1503 1,100 2503 550 Plant Issue fee			
Claims Multiple Dependent	Petitions to the Commissioner – check fee sheet			
Large Entity   Small Entity	1 1807 50 1807 50 Processing fee under 37 CFR 1.17(c) 1806 180 1808 180 Submission of Information Disclosure Strnt			
Fee Fee Fee Fee Pescription	2001 40 Departing each potent conjument per			
Code (\$)   Code (\$)   1202 50   2202 25 Claims in excess of 20	property (times number of properties)			
1201 200 2201 100 Independent claims in excess of 3	1809 790 2809 395 Filing a submission after final rejection (37 CFR 1.129(a))			
1203 360 2203 180 Multiple dependent claim, if not paid	1810 790 2810 395 For each additional invention to be			
1204 200 2204 100 "Reissue independent daims over original patent	examined (37 CFR 1.129(b)) 1801 790 2801 395 Request for Continued Examination (RCE)			
1205 50 2205 25 **Reissue dalms in excess of 20 and over original patent	1802 900 1802 900 Request for expedited examination of a design application			
SUBTOTAL (2) (\$) 00.00	Other fee (specify)			
or number previously paid, if greater, For Relssues, see above	* Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$) 950.00			
SUBMITTED BY	(Complete (if applicable)			
Name (Print/Type) John C. Pokotylo	Registration No. 36,242 Telephone (732) 542-9070			

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

Respectfully submitted,

March 28, 2007

John C. Pokotylo, Attorney

Reg. No. 36,242 Customer No. 26479 (732) 542-9070

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John C. Pokotylo

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